

SALUDOS

December 1994

Greetings from the Project Coordinator...

I am excited to present to you the first edition of *Saludos*. *Saludos* will serve as a communications tool for the Community Alliance Working for Heart Health, Washington, D.C., metropolitan area Latino Cardiovascular Disease Prevention and Outreach Initiative. It will be a vehicle to inform you about our meetings and deliberations, as well as provide other information about the project. Since our initial meeting on September 12, 1994, the three committees—Print Educational Materials, Outreach and Dissemination, and Media—have met several times. A brief summary of the meetings of each of the committees is provided below. Also, we have included a listing of the members of each committee. I hope you find this edition of *Saludos* informative. As this is the first time we have provided a project update, we are open to suggestions on format. I can be reached by phone at (301) 496-1051 and by fax at (301) 402-1051.

The National Heart, Lung, and Blood Institute (NHLBI) and the Latino project team thank you for your continuing efforts to improve the cardiovascular health of Latinos in the Washington, D.C., metropolitan area. We wish you a very joyful Christmas and a safe, healthy, and productive New Year!

Matilde Alvarado

Print Educational Materials Committee

Co-chairs: Dr. Robin Hill and Ms. Carmen Moreno

The Print Educational Materials Committee has met four times, via conference calls. The initial meeting of the committee was a brainstorming session to develop questions for the focus groups. Several suggestions for questions were made in the areas of knowledge, attitude, and behavior related to cardiovascular disease risk factors. These factors are high blood pressure, high blood cholesterol levels, smoking, obesity, physical inactivity, and diabetes.

Conference calls were also conducted on October 24, November 7, and December 5. These calls have focused on the revision of a *promotoras* manual, *Alma, Vida y Corazón*, which was developed by Ms. Carmen Moreno, co-chair of the Print Educational Materials Committee, and her colleagues at San Diego State University. The manual was originally developed for Mexican American women living in San Ysidro, California. The revised manual will incorporate more cardiovascular disease prevention information.

The revised *promotoras* manual will be designed for community-based organizations and clinics that have existing *promotoras* programs and for Federal nutrition education programs such as the Expanded Food and Nutrition Education Program (EFNEP) and Women, Infants and

Children Program (WIC) that have lay health educators in the clinics and in the community. The Outreach and Dissemination Committee will work closely with the Print Educational Materials Committee to learn more about existing *promotoras* programs and other programs that would find the training manual useful.

The committee has developed a draft outline and timeline for the revisions. The first draft of the revised manual is tentatively scheduled for late summer 1995. At that time the manual will go into the field for pilot testing by the committee members. The committee is planning a face to face meeting at NHLBI on January 26, 1994, from 9 a.m. to 12 p.m.

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Outreach and Dissemination Committee

Chair: Dr. Antonio Melus

The Outreach and Dissemination Committee has met several times at the Mayor's Office on Latino Affairs at the Reeves Center in Washington, D.C. This committee has discussed questions for the focus group research as well as ideas for key messages.

The committee has also drafted several goals and objectives that will guide its activities. Several activities are under way that will assist the Community Alliance with learning more about Latinos in the Washington metropolitan area and how to reach them with cardiovascular disease prevention messages. A Latino Community Resource Directory and detailed maps of Latino communities segmented into various services (e.g., schools, grocery stores, churches, and clinics) in Washington, D.C., Maryland, and Virginia are planned. A preliminary draft of the Latino community resource directory, which contains listings of churches and health and social services agencies, has been developed. The committee will continue to refine the directory to include information about specific prevention services available. The committee is also developing a calendar of community health and cultural events that the Latino cardiovascular disease prevention initiative could tie into.

Media Committee

Chair: Dr. Elmer Huerta

The media committee met on October 31, 1994, to discuss the focus group research and the evaluation component. The committee agreed that the focus group questions should start with basic questions, then move on to specific risk factors.

The overall development of the evaluation component of the project was also discussed. The development of the evaluation plan is directly linked to the refinement of the goals and objectives of the project. Dr. Rina Alcalay will move from the Media Committee to work on the evaluation of the initiative.

Next Steps

Focus groups—Six focus groups will be conducted at three sites (two groups per site) in the Washington metropolitan area. The focus group research will be designed to collect information from Latinos about knowledge, attitude, and behavior concerning prevention of cardiovascular disease risk factors and media preferences.

Ms. Yvonne Rivera, the logistical coordinator for the focus groups, will begin contacting Community Alliance members the first week of January to arrange for sites and participants.

Evaluation component—Discussions have begun concerning this very important component of the initiative. Dr. Rina Alcalay has agreed to work closely with Dr. Rick Bjorklund from NHLBI, Fred Rhode from R.O.W. Sciences, Inc., and the Latino project team to develop a plan for the evaluation. The Community Alliance will assist with the evaluation through reviewing the evaluation plan and providing input.

Project name—We still need a Spanish name for the project. In September at the first Community Alliance meeting, Ms. Matilde Alvarado asked the Alliance members to think about a Spanish name that is short, exciting, positive, engaging, catchy, simple, and easy to remember. Please submit your ideas for the project name to Ms. Alvarado.

Thus far, we have received the following suggestions:

Dale Vida Al Corazón	Give Life to Your Heart
Dele Buena Vida a Su Corazón	Give Good Life to Your Heart
Ponle Corazón	Put Heart
El Corazón En Sus Manos	Your Heart in Your Hands
Ponga El Corazón En Sus Manos	Put Your Heart in Your Hands
Que Siga Latiendo	Continue the Beat
Cuidando Su Corazón	Taking Care of Your Heart
A La Salud De Su Corazón	To Your Heart Health
Salud, Vida, y Corazón	Health, Life, and Heart

Poster contest—We have begun initial steps with the Centro de Arte in Washington, D.C., to work with the NHLBI and the Community Alliance to organize a student poster contest. The poster could be used as the unifying design for the project.

Meeting—We are tentatively planning a meeting of the Community Alliance in March. Please stay tuned for more information on the specifics of this meeting.